

S&P 500 Computer Software Company Leverages both Digital and In-Person to Realize ROI

Introduction

This case study of a S&P 500 computer software company is based on a November 2021 survey of HIMSS customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“We invested in HIMSS21 – both in-person and digital because of our return on investment (ROI) and event experience”

Taken from Use Case responses

Challenges

The business challenges that led the profiled company to evaluate and ultimately select HIMSS:

- The top purchasing drivers for sponsoring a HIMSS event:
 - Generating qualified sales leads
 - Networking with key individuals and decision makers
 - Thought Leadership
 - Introduction of new products to the market

Use Case

The type(s) of campaigns executed in their go-to-market strategy with HIMSS by the surveyed company included:

- HIMSS21 Global Conference Digital
- In-person Global Health Conference & Exhibition

Reasons they invested in a HIMSS event sponsorship:

- Return on investment
- Event experience

Results

The surveyed company achieved the following results with HIMSS:

- The types of benefits their organization realized from their event:
 - Generation of qualified leads
 - Increased brand and/or product awareness
 - Personal connections with key individuals and decision makers

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
S&P 500

Industry:
Computer Software